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Publishers Weekly

Vol.
ISSN

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Unwrapping the Books for Fall 327
Book publishers are preparing to unwrap a fall season that seems to be packing its first few months with even more titles than usual

Edited by Gayle Feldman with Maria Simson
Compiled by Lori Goodman, Beth Levine, Karole Riippa, William Squier and Bella Stander

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Simon & Schuster in Copublishing Agreement with Hungarian House

S. Dak. Supreme Court Finds for Viking and Matthiessen in Libel Suit

Arlene Friedman Named Editorial Director of Literary Guild

Prague to Be Scene of Book Fair

Grove Weidenfeld Recoups And Looks to the Future

Britain's Publishers Association Welcomes Back Macmillan

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HIGHLIGHTS

Late Bulletin:

Helprin/Van Allsburg to Penguin

Penguin USA has signed author Mark Helprin and artist Chris Van Allsburg to a two-book contract. Terms were not disclosed. The books, two original fables, are packaged by Armand Eisen for his Ariel Books imprint. Penguin acquired world rights in the deal, as well as foreign rights to Helprin's and Van Allsburg's previous collaboration, *Swan Lake*; it has not announced which Penguin children's list will publish the two titles.

Author Sues on Non-Compete Clause

A textbook author is suing his publisher, Richard D. Irwin, over the non-compete clause in his contract, claiming that to prevent him doing a book on the same subject for another publisher is restraint of trade, and therefore illegal and unenforceable. *Page 321*

Britain Bans Royal Household Book

A book written by a former member of Britain's royal household, and published briefly in Canada last month, has been banned from publication anywhere in the world by a British court. *Page 320*

Friedman to Head Literary Guild

Arlene Friedman, formerly a senior editor at Crown, has been named v-p and editorial director of the Literary Guild and Doubleday Book Club. She replaces Maureen [illegible], who has resigned to take another position. *Page 321*

Uniform Libel Law Idea Assailed

A draft libel law that would apply uniformly in all states has been attacked by a task force of the Libel Defense Resource Center as too one-sided in favor of libel plaintiffs. *Page 320*

Grove Looks to the Future

Grove Weidenfeld, which has been the subject of much discussion since aborted efforts to sell the company last spring, has been reorganized and restaffed and plans to continue as a publisher of "quality literary books," according to CEO Patrick Peyton and a newly appointed editor-in-chief and marketing head. *Page 322*

New Look in Fall Announcements

This year's Fall Announcements incorporate all publishers, large and small, in the same alphabetical listings, and are divided as usual into hardcover, trade paperback and mass market paperback section. The extensive listings begin on *page 327*.

Information Call: Children's Reference

For a September 28 feature on children's reference books, including dictionaries, atlases, encyclopedias, travel guides, etc., please send information on recently released titles and forthcoming projects to Richard Donahue, *PW*, 249 W. 17th St., New York, N.Y. 10011, ***to arrive no later than Aug. 16.***

***June's book sales figures** from the AAP show a continuing erosion in the strong sales gains seen in the spring. Children's paperbacks remain the strongest category in 1990 to date, and adult paperbacks and Bibles are holding up well. University press paperbacks are also strong. Both adult and children's hardcovers have dropped back, however, and mass market has registered its first month of sales declines. Book club and mail-order sales continue to slide, the latter quite precipitously.*

AAP Sales Report for June

Category	% change, June*	% change, YTD
Adult hardcover	10.5	4.5
Adult paperback	19.1	19.7
Juvenile hardcover	5.8	17.2
Juvenile paperback	36.3	29.5
Univ. pr. hardcover	-1.6	8.7
Univ. pr. paperback	8.4	23.1
Bibles, etc.	27.5	25.5
Mass market paperback	-3.4	14.9
Book club	-3.6	-2.5
Mail order	-31.9	-16.5
Sci-tech	-7.5	10.1
College texts	-0.6	7.2
School texts	-1.1	3.4

*Percent changes measured against same time periods, 1989.